

Speeches from Junior Achievement
Secondary School Managing Directors

A. Shipena Secondary School

Dear Shareholder

I am delighted to report on the continued success of our A. Shipena Junior Achievement operation.

The J.A. Company liquidated its assets and concluded operations after some few months of operation. Shares of N\$2,00 each were sold which raised total capital of N\$32,00. The return on these shares is N\$11,13 which represents a profit margin of 556%.

At the time we opened our company in March, we decided to produce and sell wooden frames as well as photos that were taken during organized events such as tournaments, Miss Teens, Price-giving ceremonies, etc. We established production and sales goals and selected management teams. Currently we would have traded these shares for an amount which is more than N\$11,00 under this favourable market conditions.

We paid wages, salaries, rent and normal expenses of doing business. As with any business we had difficulties and faced some difficult decisions. The quality of our frames at times did not meet specifications and we had to redo it. Some customers did not collect their ordered photos due to the poor quality. This caused some frustration but indeed we learn that the quality is an important aspect of building a good brand name.

We also learned the importance of teamwork. Our communication skills has really improved and we had an opportunity to be exposed to the real challenges of business. We also had problems to recover money from customers who made empty promises. Therefore next time we will incorporate strict measures regarding credit or use legal means. We learned how important it is for a business to listen to customers and to produce high quality products.

We wish to express our sincere appreciation to our teacher, Mrs. Kahorong-Kauta, our principal, Mrs. Swartbooi as well as the entire staff of A. Shipena S.S.S. for supporting our business ideas throughout the process. Most importantly our customers, the A. Shipena community. Without their interest in and support for our company, it would not have been possible to achieved what we achieved.

In conclusion allow me on behalf of our company and our school to thank Junior Achievement Namibia's Education Specialist, Mr. Groenewald for giving our school this opportunity that other may not get to partake in this interesting business venture to manage our own company on business principles.

J.A. Shifidi Secondary School

The business started on 9 June 2003 with 17 shareholders. The share capital contributed by the shareholders were N\$310,00. We started with the manufacturing of soap but was not successful because losses were incurred. We realized that the cost of production was very high.

We restarted operations with the production and selling of hot dogs which proofed to be profitable. The losses from the previous operation of soap manufacturing were recovered and a profit of N\$229,00, representing 74% return on capital was made.

With regard to meetings and record keeping, a lot is desired in the future because this area did not go very smoothly. At least the foundation was laid to introduce the company program at our school and we are looking forward that it will grow and become a major activity at our school.

We had limited contact with the JA office locally. The contact with the local JA office as well as the involvement of the private sector will receive attention in our next round of activities.

Although every thing did not go according to planning, it was a valuable experience and can only improve in the future. We learned how to work as a team, respect the views of other members, be punctual and accept discipline.

Eldorado Secondary School

TO: The Shareholders

FROM: The Managing Director
 Eldorado JA Company
 Hannelie Heyman

The company started of with 16 shareholders who bought at least one share each. Some shareholders bought two shares which is also the maximum according to the bylaws that a shareholder could buy. Through the selling of shares N\$360,00 were raised.

The management of the company was appointed as follows:

Managing Director:	H. Heymnan
Financial Manager:	L. Nduvaye
Marketing Manager:	M. !Goagoseb
Production Manager:	C. Kavetuna
Human Resources Manager:	I. Mathys

After market researches on various products a final decision was taken to sell gift packets with fudge and chocolate as well as soup because of the winter. Sales went well and a profit of N\$434,10 were made. This represents a profit of 120,6% return on capital. Shares were sold at N\$20,00 each and after conclusion the book value of each share stood at N\$44,12.

We experienced some difficulties during the operation of the company and would like to highlight some of these:

- Some members were only in the program to benefit from the profits and not really to acquire new skills and values.
- Some members did not pull their weight and work as hard as other members. This is reflected in the commission received by members. In future such members will not be considered as shareholders and should this occur with other members, disciplinary steps will be taken.
- Exams

All activities were concluded and forms forwarded to JAN. A follow up from the JAN official was agreed on to discuss mistakes for future reference.

This was a very good learning experience for all shareholders and we believe that we are now better prepared for challenges that we will experience in the work place. This activity gave us the experience to work with people with different work ethics, personalities and values. This exposure will really help us to be able to deal with a diverse society and people of all walks of life.

Suiderlig Secondary School

My company is based in Keetmanshoop and it consists of 13 shareholders. Each of us bought one share that is worth N\$20,00. We first started off with our tuck shop at our school. This was aimed to raise the main product. The tuck-shop was a great success but we needed to get to our target market, identified through our market research. Our target market identified was not the learners at school but the public out in the community. Therefore we needed to do something more challenging and we decided to go into production and produce candles.

We did another market research before we started with the production process. We included the local businesses and our research showed a positive result towards our intended product.

The reason why we have chosen to produce candles was not only for their high demand in our town but also to test our business skills in dealing with customers, attracting investors to our company, providing services of high standard, produce handmade products and making our packaging attractive as possible. We produce our candles mostly with recycled material and innovate to cut cost where possible.

Ladies and gentlemen, my company saw itself getting a total income of N\$1 659,00. N\$723,00 was paid out for expenses and an amount of N\$936,00 was paid out to the shareholder which give them a return on investment of 360%.

As with any other business we were faced with some difficult times. However, we overcame, because no mountain is too high to climb and no ocean too deep to swim. I must admit that this has been a learning experience not only for me but for my fellow

shareholders too. Working in a team has been one of my weaknesses but, after the JA programme it is now my stronger point ever. It is indeed true what people say that it takes commitment and endless effort to keep business on its feet.

P.K. de Villiers Secondary School

TO: The Shareholders
P.K.'s Sweet and Delux JA Namibia

FROM: The Managing Director

The company started with 19 member (shareholders). We did not buy any shares as we received a donation from our business advisor Mr. R. Steenkamp from Securitas who is a broker. The donation was N\$1 000,00.

The management of the company is as follows:

Managing Director: A. Mukumbi
Financial Manager: G. Liebenberg
Marketing Manager:
Production Manager:
Human Resources Manager: E. Poulton

After a market research on various products, we opened a tuckshop. Our target was the hostel learners of our school. Sales went well and a profit of N\$510,86 were made. This represents a profit of 51% return on capital.

The following valuable lessons were learned from the program:

Being the MD doesn't necessarily mean power, just because you have the highest authority. It does not mean every one will jump when you snap your fingers. I ended up running around like a headless chicken. This made me realize the truth about what a wise man called Jesus once said: "The greatest among you must serve and not be served".

The involvement in this program also taught us the importance of a compensation plan. We learned that although your company set smart goals, it was not always easy to carry it out. The program also taught us personal lessons. In order to be able to work with each other we had to learn the following: Unity, trust and compromise on our personal rights and opinions.

The most valuable lesson I learned from the involvement in the program is to ask God's advice and guidance in everything you do. Pray is like a plug, it is the plug behind your communication with God. Like a wise man once said: "If all else fails check the plug".

All our activities were concluded and forms forwarded to JAN.

This was a very good learning experience and the first one of its kind in our school. This activity gave us a glance of what to expect in the real business world out there. This exposure will help us to deal with a diverse society and people of all walks of life, without feeling intimidated. I thank you.

University of Namibia

To: The Shareholders
JAN

From: The Managing Director
Coctale

The Coctale company started with 19 shareholders who bought a total of 56 shares at the price of N\$20,00 per share. Some shareholders bought up to the maximum of 3 shares in accordance with the bylaws of the company. The total amount of N\$1 120,00 was raised through the sale of shares.

The management of the company was elected as follows:

Managing Director:	Theo Namupala
Marketing Manager:	Kirsten Wechslberger
Vice Marketing Manager:	Jeff Kuo-Hsun Hu
Sales Manager;	Helena Itembu
Finance Manger:	Francisca Fallao
Production Manager:	Anne Xin Ting
Production Safety Manager:	Letsapa Abel Mashabane
Human Resources Manager:	Brezhner Handura

After a thorough market research on various products and a customer survey, a final decision was taken to embark upon a T-shirt printing business. The sales of 8 T-shirts raised N4480,00 which were sold for N\$60,00 each representing a profit of 120% on cost. We were also privileged to have been awarded a contract to print 100 promotional T-shirts for JAN which boosted our income to the tune of N\$5 500,00. The shares were sold at N\$20,00 each and stood at a book value of N\$72,52 after conclusion of operations.

We have kept the expenses to minimum levels such as to the buying of raw materials only. No wages were paid out, no rental obligations were engaged in and no external bills to be paid. The liquidation and financial statements are attached for further perusal.

The interim business operations went fairly normal and there were no major impediments reported to management. Like in any business we were not able to implement all the projected plans due to time limits and budgetary constraints. Some of the shortcomings were of administrative nature especially in the following areas:

- Time keeping and punctuality was problematic exacerbated by the inherent problems of short class time slot, member having other academic obligations outside the department, as well as the fact that not all members are staying in the hostel or having access to reliable transport.
- Teamwork and discipline started to reach better levels during midterm but warned out further towards the end, which has affected the business operations considerably.

This was a very good learning experience for all the JA participants and we believe that we are now better prepared for real work place challenges. The activities gave us the experience to work and interact with people with different work ethics and business skills especially during the process of production, marketing and sales. The experience of running a business especially stock control and accounting were clear, informative and beneficial to the members, which will contribute to their future business ventures. It was an opportunity to share and acquire business skills as well as to engage in practical experiments.

In conclusion we wish to thank our consultant, Mr. D. Groenewald and the entire JAN staff for sharing their time and experience with us, and to you, our shareholder, for your trust, all round support and unreserved investment in our company. I wish to personally extend my sincere appreciation to our lecturers Mrs. C. McRoberts and Mr. D. Machate for your constant guidance during our deliberations and to all the members of Coctale JA company management for your kind support, cooperation and valuable contribution to the success of the company.

Jan Jonker Afrikaner Secondary School JJA Smart Shop

Our company started with 20 shareholders. Each of the shareholders was allowed to buy a maximum of two shares only. Through the selling of shares we raised an amount of N\$420,00 which was used to purchase the products that were sold at the JJA Smart Shop.

We calculated our profits at the end of our financial period which was amazing. Our total profit was N\$775,00 which was divided up between the shareholders of the JJA Smart Shop. This came to a return on capital of 84,5%. Part of our aim was to get some experience out of this program.

The valuable lessons learnt from our involvement in the programme are as follows:

1. Planning: Sticking to our business plan raising capital was one of our objectives as well as meeting consumer demand.
2. Teamwork: We experienced that teamwork outperform individuality. To achieve productivity, efficiency and profitability one does not need to stand on one leg but it's necessary to stand on two legs. This means that we had to put our ideas together, analyse those ideas and choose the best ones. Result attainment count on cooperation and group determination.

3. Problem solving: We've learnt how communication through business communication channels (line of commands) is taking place within certain organizations. This channel highlighted us or taught us whose responsibility it was to plan, organize, lead and control. It also taught us who reports to whom.

Last but not least we would like to give our humble thanks to Junior Achievement Namibia for giving us this life-long experience and we hope the experiences gained will help us improve our own lifestyles as well as to contribute to our country's economy. Our special thanks to our fellow students at Jan Jonker Afrikaner Secondary School who have been our valuable customers as we would not attain our business goals without their support. Also to Mr. Groenewald and our teachers who supported us all the way.